

# CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

<u>Contract / Revision</u> 582635 /		<u>Alt Order #</u> 07911666
<u>Product</u> American Crossroads		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 11/27/1209
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Crossroads Media, LLC.**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/16/12	10/21/12	Newschannel 3 News	6-7am		:30			NM	4	\$4,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,185.00			
2	3	10/22/12	10/22/12	Newschannel 3 News	6-7am		:30			NM	1	\$1,185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,185.00			
3	3	10/16/12	10/21/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$6,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,675.00			
4	3	10/22/12	10/22/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$1,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,675.00			
5	3	10/16/12	10/21/12	CBS Daytime	1228-3pm		:30			NM	4	\$5,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,345.00			
6	3	10/22/12	10/22/12	CBS Daytime	1228-3pm		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,345.00			
7	3	10/16/12	10/21/12	Newschannel 3 News	530-6pm		:30			NM	4	\$6,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$1,520.00			
8	3	10/22/12	10/22/12	Newschannel 3 News	530-6pm		:30			NM	1	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,520.00			
D 9	3	10/21/12	10/21/12	Newschannel 3 News	630-7pm		:30			NM	0	\$0.00
10	3	10/16/12	10/21/12	The Insider	730p-8pm		:30			NM	4	\$8,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1111--				4	\$2,010.00			
11	3	10/22/12	10/22/12	The Insider	730p-8pm		:30			NM	1	\$2,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$2,010.00			
E 12	3	10/20/12	10/20/12	730-8pm	730-8pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
582635 /	07911666

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	American Crossroads	11/27/1209

Advertiser	Original Date / Revision
American Crossroads	10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -----S-   1   \$340.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	10/15/12-10/21/12	730-8pm	730-8pm	-----Sa--	:30		\$340.00	NM		
Credited												
13	3	10/16/12	10/16/12	NCIS	8-9pm		:30			NM	1	\$10,455.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -T-----   1   \$10,455.00												
14	3	10/18/12	10/18/12	Thursday Prime	10-11pm		:30			NM	1	\$6,035.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   ---T---   1   \$6,035.00												
15	3	10/20/12	10/20/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -----S-   1   \$2,050.00												
16	3	10/21/12	10/21/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$2,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -----S   1   \$2,050.00												
17	3	10/16/12	10/21/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$2,760.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -1111--   4   \$690.00												
18	3	10/22/12	10/22/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$690.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12   10/28/12   M-----   1   \$690.00												
19	3	10/16/12	10/21/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	4	\$880.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -1111--   4   \$220.00												
20	3	10/22/12	10/22/12	Late Late Show w/Craig Ferg	1237-139am		:30			NM	1	\$220.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12   10/28/12   M-----   1   \$220.00												
21	3	10/20/12	10/20/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -----S-   1   \$250.00												
22	3	10/21/12	10/21/12	Redskins Coaches Show	11-12p		:30			NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12   10/21/12   -----S   1   \$350.00												
<b>Totals</b>											<b>41</b>	<b>\$64,415.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	41	\$64,415.00	\$54,752.75
<b>Totals</b>	<b>41</b>	<b>\$64,415.00</b>	<b>\$54,752.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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